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FUSION 5 INNOVATION MKTG

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FAX COVER SHEET

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TO: ~~JACK KERIBAN~~FROM: ~~Maxx~~

DATE: 10/28

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PAGES: 7

(including cover page)

Addl. events to come. These
are definitive dates for
now, but definitely gives
us the "street" profile.

* Rory, this is work in progress and schedule
is subject to, and definitely will
change.

All sales people are invited and welcome at
all events.

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EVENT OVERVIEW**LEVEL I**

Level I events bring the full Salem experience to the consumer. We are co-ordinators of the event with the entire Green Room and majority of the Green Team in attendance. The attendees at these events will span New York's true elite to the targeted menthol smoker; all being 21-34.

EVENT A**Latin Gypsy Circus****Date:** November 29 (November 22)**Location:** Amazona Nightclub (Queens)**Estimated Attendance:** 2,500-3,000 people**Audience:** 21-29**Ethnic Demo:** Latino/Afro-American**Talent:** Victor Manuel, Frankie Negron, D.L.G., Brenda Starr**Music Type:** Latin House Music**Invitation:** TBD

Elements: No lions, tigers or bears; but plenty of tight rope walkers, fire eaters, fortune tellers, and magicians. The club will be completely decorated in true carnival style with the music of the hottest Latin artists around.

EVENT B**Cosmic Bowling Party****Date:** December 27**Location:** Rainbow Lanes (Brooklyn)**Estimated Attendance:** 1,500-2,000**Audience:** 21-29**Ethnic Demo:** Mixed between Anglo/African-American/Latino**Talent:** Strictly Rhythm Records**Music Type:** Dance/House/R&B**Invitations:** TBD

Elements: Cosmic Bowling is a mixture of part bowling part disco, add a little smoke and this event will be "on fire." The Green Room will be set up adjacent to the lounge or bar area, with the band performing to both areas on a sound system feed throughout the venue. The entire alley will be decorated with green lights, and we are checking to see if we can put green pins into the machine; so that when a person hits a green pin that night they get a free drink.

EVENT C**Jimmy's Cafe Hip Hop Jump****Date:** December 6**Location:** Club X (Bronx)**Estimated Attendance:** 1,500-2,000**Audience:** 21-26**Ethnic Demo:** African-American**Talent:** Busta Rhymes, Lost Boys, Brand Nubians**Music Type:** Hip Hop**Invitations:** Dog Tags

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Elements: Jimmy's Cafe is a beautiful restaurant location which will be launching a Hip Hop Night with our help. Additional to the concert, we are working on the creation of an "open Mike" night with the winner getting a demo cut through Arista Records. Full security will be present, as well as our own team controlling the Green Room itself. The final contract signing for the winner of the night will take place within the Green Room.

EVENT D**Paper Ice Skating Party****Date:** December 11**Location:** Chelsea Pier (Manhattan)**Estimated Attendance:** 1,500**Audience:** 21-25**Ethnic Demo:** Anglo/Ethnic Trendsetters**Talent:** TBD by Paper Magazine**Music Type:** Mixed (TBD by Paper Magazine)**Invitations:** In Discussion

Elements: This rink is an entirely separate venue from the other facilities located at the Chelsea Pier. We chose this rink as an ice skating venue which is readily accessible, and yet used as a centrally located trendsetter hub. The Green Room will be set up adjacent to the rink, though still entirely self enclosed. Music will be live or through a name DJ, depending on the sponsor, Paper Magazine.

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LEVEL II

Level II brings a scaled down interaction with Salem, through an in-depth sampling opportunity. Components of the Green Room would be present; along with members of the Green Team.

EVENT 1

Arista Party Weekend

Date: October 3

Location: Metronome (Manhattan)

Estimated Attendance: 3,000

Audience: 21-29

Ethnic Demo: Multi-Ethnic

Talent: Multi-Level Arista Signed Artists

Music Type: Various

Elements: Multi-level talent performing to a wide range of people including street music lovers and VIP's from the industry. Part of the Green Room will be set up within the VIP room of the club, we will not display the sensory icons though the Green Team will actively name generate.

EVENT 2

Susanne Barsch Party

Date: October 31

Location: Carbon

Estimated Attendance: 2,000

Audience: 21-29 of New York Elite

Ethnic Demo: Mixed

Talent: TBD

Music Type: Acid Jazz

Elements: Susanne Barsch is a local trendsetter celebrity whose yearly party is often one of the most important invitations to have for the year. She will be hosting the evening for two thousand of her closest friends. The attendees will range from street hip to European royalty.

EVENT 3

Victor Manuel Latin Dance Night

Date: November 6

Location: Jimmy's Cafe (Bronx)

Estimated Attendance: 1,500

Audience: 21-29

Ethnic Demo: Mixed Wide

Talent: Victor Manuel

Music Type: Latin

Elements: This extremely popular Latin artist is launching the Latin night at Jimmy's Cafe. We will have our own Green Room area as well as the ability to give the bartenders packs to flip to the clientele during the night.

EVENT 4

Street Wear Fashion Show

Date: November 13

Location: South Oxford Tennis Club (Brooklyn)

Estimated Attendance: 750-1,250

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Audience: 21-26
Ethnic Demo: African-American
Talent: Designers
Music Type: DJ
Elements: The Green Room will be the VIP location for the introduction of a series of new designers to the street wear world. Each designer has currently compiled a new line and will be premiering it the final day of fashion week. The music will be all new artists, and the event is bound to be heavily attended by all levels of people from the fashion world.

EVENT 5

Artist Exhibit with Onions

Date: November 20
Location: Zenue Lounge
Estimated Attendance: 500
Audience: 21-34
Ethnic Demo: White and African-American
Talent: Onions
Music Type: House

Elements: The lounge will be decorated entirely with the work of new artists and photographers looking for their break. Appearing that evening will be Onions, a popular group in London who is just starting to get a following in New York.

EVENT 6

Cream and Sugar Party

Date: November 22
Location: Coffee House
Estimated Attendance: 300
Audience: 21-34
Ethnic Demo: Mixed
Talent: TBD by Cream and Sugar
Music Type: TBD

Elements: One of the hottest "new" magazines on the market, Cream and Sugar will be hosting a party at a large coffee house featuring the club artists that they feel are the next hits. We will have a separate area in the coffee house where mint flavored tea will be served and sampling will take place.

EVENT 7

Street Fashion Designer Showcase

Date: December 4
Location: TBD
Estimated Attendance: 350-500
Audience: 21-29
Ethnic Demo: Mixed
Talent: n/a
Music Type: n/a

Elements: This showcase will be for the street wear lines to showcase their "designer" wear. Most of these lines do not get the exposure during fashion week that the known houses do, so they will be relying on this event to differentiate themselves from the crowd. Numerous designer, buyers, celebrities and public will be in attendance.

EVENT 8 .OPTIONAL

James Bond Movie Party

Date: December 7

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Location: Chaos (Manhattan)
Estimated Attendance: 750-1,000
Audience: 21-29
Ethnic Demo: Mixed
Talent: TBD
Music Type: House
Elements: The evening is being co-promoted through Out Magazine and Smirnoff Liquors. Each sponsor will share a quantity of the evening, with passes to the world premiere of the film being given away throughout the evening. There will be a "James Bond" fashion show (all in green) and a variety of movie themed activities during the night.

EVENT 9

Lansky Lounge

Date: December 13
Location: Lansky Lounge (Brooklyn)
Estimated Attendance: 500
Audience: 21-29
Ethnic Demo: Mixed
Talent: Various Writers
Music Type: Acid Jazz

Elements: The evening will be a laid-back mixer for fashion and music types, while being introduced to new poets and writers who will be reading brief selections through the night of their latest works.

EVENT 10

Krash Latin Dance Party

Date: December 15
Location: Krash (Queens)
Estimated Attendance: 500-1,000
Audience: 21-25
Ethnic Demo: Mixed (pre-dominantly Latin)
Talent: TBD

Music Type: Latino
Elements: This new club in Queens attracts a very strong Latin market who also party in New York. We will be securing the VIP room for the evening, which will be re-done in the Green Room theme. The Green Team will be present for name generation and sampling throughout the night.

EVENT 11

New Music Showcase

Date: December 20
Location: Either the construction site for a new club or a music studio
Estimated Attendance: 500-1,000
Audience: 21-25
Ethnic Demo: Mixed
Talent: New Acts

Music Type: Hip Hop and House
Elements: BMG will be presenting their newest acts to showcase their next year's releases. The showcase will be going on throughout the evening, with Green Room in full effect. The construction site would carry the theme of just starting out, or the studio which is very music industry.

EVENT 12

Dive-In Movie - In planning

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Date: December 21

Location: Inside Pool

Estimated Attendance: ?

Audience: 21-29

Ethnic Demo: Mixed

Talent: TBD

Music Type: n/a

Elements: Come and watch a famous "water" movie, such as Jaws; and swim, smoke or party. This event would need legal approval, then we would pursue a location. The scheduling is late so that we would have the time to construct the idea more firmly. It would however, seem to be the perfect Christmas event.

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TOTAL P.07